

**Subject:** This week from CCA (CCA Delivers - June 1, 2017)

**From:** "Central City Association" <toh@ccala.org>

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[Image](#)

**June 1, 2017**

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- Executive Committee Meeting
- Transit Oriented Communities Guidelines
- DTLA 2030 Committee
- Access DC

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**CCA EVENTS**

***Thursday, June 15***

11 a.m. - 1:30 p.m.

HOUSING PANEL & SHOWCASE: DENSITY IS OUR DESTINY

Omni Los Angeles Hotel

***Wednesday, June 21***

5:30 - 7:30 p.m.

MEMBERS SOIREE HONORING CALVIN HOLLIS AND MARIE SULLIVAN, METRO

Sheraton Grand

***Wednesday, July 26***

5:30 - 8:30 p.m.

ELECTED OFFICIALS RECEPTION

La Plaza de Cultura y Artes

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***Thursday, June 8***

8:30 - 10 a.m.

TRANSPORTATION, INFRASTRUCTURE & ENVIRONMENT COMMITTEE

(Open to Executive and Business Advocacy Level Members Only)

Topics: Bin Jump Grant, Metro Bike Share

Shavit, Metro

## Image

*Martha Saucedo, CCA and AEG; Ryan Aubry, Greenland; Jessica Lall, CCA; Raul Anaya, Bank of America*

## Executive Committee Meeting

This week at CCA's Executive Committee, members heard from **Raul Anaya, President of Bank of America for Greater Los Angeles**. Raul helps integrate Bank of America's business lines in order to deliver a wider range of global financial services capabilities to more individuals and businesses locally. In addition, he oversees corporate social responsibility activities including philanthropic giving, community development lending and investing, environmental initiatives, diversity efforts, arts and culture projects, and employee volunteerism for the 13,000 bank associates located in the Greater Los Angeles area.

Bank of America's primary goals are to serve as a catalyst for economic development and growth in the region, provide financial empowerment for families and enhance the quality of life for all. In addition, Raul spoke about Bank of America's investment in Los Angeles. They have 300 financial

centers in LA and are adding more. Many are currently being renovated. Bank of America is also adding 300 new jobs in the LA area over the next three years.

Bank of America has been in LA for more than 100 years and will continue to invest its future. They are partners in the redevelopment of Jordan Downs, which will create new affordable housing.

Raul said that LA is strong: interest rates are low, unemployment is low and the credit quality is high. LA is the largest market in the United States for small business creation. Raul closed by stating that it is an exciting time to be an Angeleno.

CCA thanks **Raul Anaya**, Bank of America, for his remarks, and **Ryan Aubry**, Greenland USA and **Raymond Vermolen, Hotel Indigo**, for hosting the meeting.

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## Transit Oriented Communities Guidelines

The Transit Oriented Communities Guidelines are a result of Measure JJJ,

which instructed City Planning to draft incentives for projects that are within a half-mile of transit and include onsite affordable housing. The City Planning Commission approved the guidelines last Thursday. They are now pending with Vince Bertoni, the Director of City Planning, for a Director's Determination.

CCA convened a member working group on the guidelines and successfully incorporated many of our changes including: reduced parking requirements, increased thresholds for site plan review and defining a major transit stop to include stops that are being built now or are proposed.

For more information please contact CCA's VP of Public Policy, [Marie Rumsey](#).

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## DTLA 2030 Committee

At this week's DTLA 2030 Committee, CCA members heard updates from the Department of Recreation and Parks regarding the new Park Dedication and Fee Update Ordinance (Park Fee Ordinance), which became effective on January 11, 2017, and from EPGLA and ELP Advisors about Park 101.

The Park Fee Ordinance requires most

residential projects that create new dwelling units to dedicate land within 10 miles of the project, pay an in-lieu fee, or provide a combination of both for the purpose of acquiring, expanding, and improving park and recreational facilities for new residents. Certain affordable housing units and secondary dwelling units may be exempt from the requirement to pay a fee. Park fees will be adjusted on July 1 of each year using a combination of Engineering News Record's construction cost index and CoreLogic median home sales price for LA. Vested entitlement projects will be subject to the application Recreation and Park Fee provisions that were effective on the vesting date of the entitlement. Early consultations with Recreation and Parks and City Planning staffs are required for all residential subdivision projects that contain 50 or more dwelling units in order to discuss the feasibility of requiring land dedication from the project. [Click here to view the full presentation.](#)

Park 101 is a visionary urban design solution to cap the 101 Freeway in Downtown Los Angeles to reconnect the city's historic core north of the freeway with the civic, cultural and financial cores to the south. There has been broad support for the park,

including support from City Council, the state senate, and City Planning. It also has been implemented in the City's Downtown, Mobility, and Civic Center Master Plans. Phase 1 involves capping the four blocks between Broadway and Los Angeles Street and developing a few sites around in order to help fund the park's maintenance. It is estimated to cost \$180 million to cap the freeway in this phase alone. Friends of Park 101, the non-profit leading the creation of the park, is exploring funding options such as establishing a tax increment deal and ground leasing with existing land uses. Funding could also be provided through Measures A & M, SB 1, and grants from cap & trade. The next steps for the park will be to begin the process of an environmental review, establish a cooperation agreement with a lead agency, and push legislation that expedite projects like Park 101 that are environmentally friendly and add parks to park-poor areas. CCA members voted to support the project. [Click here to view the full presentation.](#)

For more information, please contact CCA's Associate Director of Public Policy and Membership, [Joanne Danganan](#).

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## Access DC

Jessica Lall, CCA President & CEO, joined the Los Angeles Area Chamber of Commerce at Access DC last week. She participated in the Transportation and Infrastructure Committee and made the case for federal investment in Los Angeles' transportation infrastructure. Deborah Flint, CEO of Los Angeles World Airports, and Philip Washington, CEO of Metro, provided their expertise as part of the committee. Several elected officials including Supervisor Barger and Councilmembers Englander and Price joined the delegation. CCA will continue to partner with the business community to bring investment to Los Angeles.

## CCA In Action

CCA spoke at Tuesday's PLUM Committee meeting in support of reasonable standards for on-site digital signage in LA, which many downtown business and property owners rely on. This includes an administrative approval process that does not require a sign district or Director's determination. The Committee agreed that revisions were needed and voted to reduce minimum street frontage and minimum distances from sensitive uses. The proposal will now go before City

Council for a vote.

The Metro Board is currently considering a variety of Measure M Local Return allocation formulas, and CCA weighed in to make sure that Downtown's voice was heard. Some of the proposed allocations would unfairly advantage small cities at the expense of the City of LA (and by extension, Downtown). CCA strongly advocated for a population-based formula, including a potential "daytime population" option. This would give Downtown its due while rewarding cities that do their part in addressing the regional housing crisis and local jobs/housing imbalances. You can read CCA's letter to the Metro board [here](#).

For more information, please contact CCA's Director of Public Policy, [Shane Phillips](#).

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